



BIKE SHARE

April 1 - April 30 2020 Tempe Report



GRID Bike Share is Operated By:



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System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	114	32
Active Virtual Stations	8	4
Active Bikes (averaged over the month)	745	N/A
Trips		
Total Trips	2,876	1,577
Trips Per Day (average)	96	53
Utilization Rate (trips per bike per day)	.13	.17
Active Members		
Total Membership	37,916	N/A
Monthly/Yearly Plans	590	N/A
Pay-As-You-Go & 7 Day Plan	37,326	N/A
Revenue		
Total Revenue	\$18,453.80	\$6,606.79
Maintenance/Customer Service Activity		
Total CS Cases Created	134	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

Membership

Table 2: Active Members (Full System)

Membership Type	New Sign Ups	Total Active Members
Student	9	114
Monthly	39	252
Annual	1	138
Other	2	86
Pay as You Go	974	37,166
Total	1,218	37,916

Trips

Table 3: Cumulative Trips Per Day of the Week - April (Tempe Only)

M	T	W	Th	F	Sa	Su
200	168	219	166	171	339	314

Table 4: Trip Initiation Method (Tempe Only)

Mobile	531
Keypad (manually entered)	1,025
Keypad RFID Card	2
Website	19

Table 5: Trips

	Apr (Full Sys)	YTD	Tempe Only	YTD
Total Trips Taken	2,876	11,216	1,577	5,522
Total Miles Ridden	10,804	31,093	6,118	17,216
Avg Trip Distance	3.2	2.8	3.9	3.1
Avg Trip Time	1:10:40	45:31	1:45:40	1:00:19
Avg Weekday Trips	80.2	81.3	42	40
Avg Weekend Day Trips	277.8	150.5	82	60
Holds	222	685	n/a	n/a
Ended out of Hub	685	2,471	541	1,550
Ended out of System Area	32	106	17	60

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Table 6: Trip Stats by Member Type (Full System)

Member Type	Apr Trips	%	Trips YTD	% YTD
Pay-as-you-go	1,797	63%	5,693	51%
7 Day Pass	439	15%	1,186	11%
Annual	102	3%	927	8%
Monthly	284	10%	1,179	10%
Student	134	5%	1,518	14%
Other	120	4%	713	6%
TOTAL	2,876		11,216	

Table 7: Trip Stats by Member Type (Tempe Only)

Member Type	Apr Trips	%	Trips YTD	% YTD
Pay-as-you-go	1,053	67%	2,959	54%
7 Day Pass	228	14%	718	13%
Annual	94	6%	432	8%
Monthly	95	6%	401	7%
Student	101	6%	999	18%
Other	6	1%	13	<1%
TOTAL	1,577		5,522	

Saturday April 18th was the highest day for regional ridership with a total of 199 trips taken. For trips originating in the Tempe service area, Saturday April 18th was the top day for ridership with 125 trips taken.

Station Performance

Table 8: Regional Station Performance

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
T17 Tempe Beach Park	343	7th St. / Garfield St	2
T20 Tempe Center for the Arts	328	T23 Escalante Center	2
T29 Tempe Town Lake Marina	300	P101 5th St / Grant St	2
T18 Neil Giuliano Park	182	P112 3rd St / Washington St (Convention Center)	1
P146 4th Ave / Clarendon Ave	157	P141 Phoenix College	0
T11 University Dr / Mill Ave	142	ASU Hayden Library - Cady Mall (Virtual Hub)	0
P150 Central Ave / Camelback Rd (Sponsored by SRP)	126	P179 15th Ave. and Washington	0
P148 Central Ave / Glenrosa Ave (Sponsored by SRP)	118	ASU Orange St - S McAllister Mall (Virtual Hub)	0
P149 Central Ave / Campbell Ave	117	ASU Coor Hall - S Forest Mall (Virtual Hub)	0
P129 5th St / Roosevelt St	112	ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	0

Table 9: Tempe Station Performance

Trips started and ended at each station in the Tempe service area

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T17 Tempe Beach Park	25	162	181	343	0.2	0
T20 Tempe Center for the Arts	10	158	170	328	0	0
T29 Tempe Town Lake Marina	9	148	152	300	2.6	0
T18 Neil Giuliano Park	15	82	100	182	0	28.31
T11 University Dr / Mill Ave	20	70	72	142	0	0
T19 Kiwanis Park	15	48	49	97	0	0
T30 Evelyn Hallman Park	8	43	44	87	0	0
T24 Westside Center	10	33	34	67	0	0
T02 3rd St / Mill Ave	9	31	35	66	0	0
T31 5th St / Mill Ave	15	28	33	61	0	0
T05 McClintock Dr / Apache Blvd	15	32	27	59	0	90.72
T27 McAllister Ave / Apache Blvd	25	30	25	55	0	0
T28 Rio Salado Pkwy / Mill Ave	15	24	29	53	0	0
T26 ASU Memorial Union	25	23	27	50	0	0
T10 Washington St / Priest Dr	10	22	25	47	2.57	0
T09 Washington St / Center Pkwy	9	18	20	38	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	14	15	29	0	0
T13 College Ave / Apache Blvd	15	14	14	28	0	0
T16 Apache Blvd / Rural Rd	15	7	14	21	0	0
T08 Apache Blvd / Price Rd	10	9	10	19	0	0
T03 Rural Rd / Terrace Rd	11	8	10	18	0	0
T07 Smith-Martin / Apache Blvd	10	9	7	16	0	0
T14 College Ave / University Dr	15	6	8	14	0	0
T25 University Dr. / ASU Student Housing	25	5	6	11	0	0
T15 8th St / Dorsey Ln	10	6	4	10	0	0
T01 5th St / Forest Ave	25	4	6	10	0	0
T21 Forest Ave/ Lemon St. (Gammage)	20	3	5	8	0	0
T04 Apache Blvd / Dorsey Ln	10	3	5	8	0	0
T32 North Tempe Multigen Center	10	4	3	7	0	0
T22 Baseline Rd / Priest Dr	10	2	2	4	0	0
T23 Escalante Center	10	0	2	2	0	0
T12 Rural Rd / Southern Ave	10	1	1	2	38.68	0
ASU Orange St - S McAllister Mall (Virtual Hub)	n/a	0	0	0	100	0
ASU Hayden Library - Cady Mall (Virtual Hub)	n/a	0	0	0	100	0
ASU Coor Hall - S Forset Mall (Virtual Hub)	n/a	0	0	0	0	0
ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	n/a	0	0	0	100	0

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	432,160	1,240,720	244,720	688,640
Carbon Offset	9,508 lbs	27,362 lbs	5,384 lbs	15,151 lbs

**Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.*

**Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO₂ per mile and an assumption that the trip was taken in lieu of driving a car the same distance.*

Maintenance & Rebalancing Operations

Table 11: System-Wide Operations Data

	System Wide	Tempe
Average number of bikes in service each day	745	289
Bikes inspected in field	702	286
Bicycles repaired	72	37
Average bike repair time	55 min	35 min
Bikes lost or stolen this month	8	4
Graffiti Cleaned	3	1

Table 12: Reported Repairs/Issues (Full System)

	Type of Issue	April	YTD
1	Other	309	1,183
2	Seat	16	35
3	Shifting/Pedaling	5	26
4	Lock	48	143
5	Keypad	78	230
6	Brakes	13	25
7	Flat Tire	59	167
8	Lighting	10	24
9	Frame	7	19
	Total	545	1,852

Customer Service Reporting

Table 13

The top customer service contact category for the GRID system in April was Member Inquiries.

Reason For Contact	April Created Cases (Full System)	YTD
Member Inquiries	26	80
Billing	2	16
Account Management	2	19
Bike Issue	2	25
Charges	24	86
General Education	9	34
Operations	18	49
Sign Up	0	0
Hub Request	0	0
Partnerships	1	5
New Program Request	0	0
Total CS Cases Created	84	327

Table 14: Customer Service Responsiveness (Full System)

Time of call/email request	
Avg time to answer	35 sec
Avg duration of call	3:58min

Table 15: Agreed Service Levels for Operations within the Tempe System Area

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	82%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Operations staff have been dealing with the ongoing issue of intermittent connection issues on bikes across the GRID system. Connection issues can occur due to a glitch in the bikes controller unit, low battery or issues with the software or hardware. Some connection issues resolve themselves while others require staff to flag the bike for repair. A controller losing connection can result in the inability for a user to rent a bike, an inaccurate GPS location and erroneous charges for a user. Operations staff monitors these connection issues on an ongoing basis and aim to resolve them quickly.

Financial Summary

Table 16

Revenue Category	Full System	% of Total	Tempe Only*
Membership Fees	\$6,219.00	34%	N/A
Ride Fees	\$11,264.80	60%	\$6,082.99
Out of Hub Fees	\$1,052.00	6%	\$632.88
Out of System Area Fees	\$120.00	1%	N/A
Rider Bonuses Given	-\$202.00	-1%	-\$109.08
TOTAL	\$18,453.80		\$6,606.79

Data has not been audited and is only to be used as an approximation of Gross Revenue

**Fees specific to the Tempe system are reported by SoBi as a combination of both out of hub and out of system area fees. The Tempe fees include all fee balances accrued by users in the month regardless of whether the charge was actually executed that month.*

Marketing Summary

Table 17: Social Media

Social Media Outlet	Followers	Impressions
Facebook	2824 (+1)	721
Twitter	1562 (-5)	4210
Instagram	130 (+6)	215

Table 18: Events

Event Name	City	Date
All events cancelled	n/a	n/a

Weather

Table 19 (Source: www.wunderground.com)

APR	high	low	avg	Precip. sum
1	85	61	73	0
2	83	59	71.3	0
3	83	58	71.3	0
4	83	57	71.8	0
5	84	59	72.3	0
6	84	59	71.5	0
7	84	57	72.1	0
8	81	58	69	0
9	72	54	63.2	0
10	77	53	65.8	0
11	70	57	63.5	0
12	76	53	64.7	0.08
13	77	59	67.7	0
14	79	59	69.6	0
15	82	56	70.2	0
16	85	56	72.3	0
17	87	58	73.3	0
18	77	58	68.7	0
19	82	59	71.8	0
20	86	63	75.8	0
21	82	63	73.9	0
22	90	63	77.1	0
23	96	67	82.2	0
24	97	69	84.6	0
25	99	70	86.1	0
26	101	72	87.5	0
27	101	74	87.4	0
28	100	71	86.7	0
29	103	74	65.3	0
30	100	75	66.1	0